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3 makers plan new pleas for diesel waiver

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — General Motors, Volkswagen and Peugeot, restating their assertion that present-day diesel technology is not adequate to meet the 1981 oxides of nitrogen standard of 1.0 grams per mile, said last week they would re-petition the EPA for waivers previously denied on the majority of their engines.

Without the waivers the future of their diesels is in definite jeopardy, they said.

Volvo, which had two of its waiver requests denied, said it was undecided about a new petition.

Of the four makers, Volkswagen and Peugeot are the most needful, as EPA denied waivers for all of their diesel engines.

For Volkswagen, that includes the 1.6-liter diesel going into the Rabbit, the 1.6-liter turbocharged diesel reported to be going into the Dasher and the five-cylinder 2-liter diesel now in the Audi 5000. The company expects fully 50 percent of its Rabbit sales to be diesel by 1981.

At Peugeot, the waiver denial jeopardizes the future of the new XD2S turbocharged 2.3-liter 505 model the company has slated for introduction here in 1981.

• General Motors, which received a two-year waiver for its mainstay 5.7-liter diesel, said it would ask EPA to waive the standard at least for a 2-liter diesel it plans to introduce in 1982 and possibly for the 3.2 and 3.6-liter diesels it hopes to introduce in 1983.

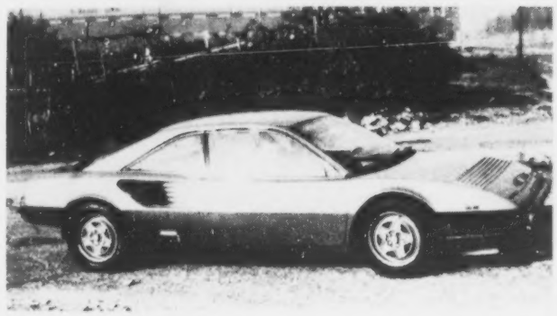
EPA denied waivers on all of these engines because of a lack of information on them or because some of them are scheduled for introduction after the 1982 model year.

The agency believes emission control technology will have progressed sufficiently by 1983 to meet a 1.0 NOx standard; indeed, the auto makers must meet the 1.0 NOx standard and for 100,000 miles if they plan to sell any diesels in California in 1982.

Mercedes-Benz, the only other diesel maker to ask for waivers from the standard, received them for its 240, 300 and 300 turbocharged models. The waivers were for two years to a level of 1.5 gpm except in the case of the 240 which must meet a standard of 1.25 gpm in 1982.

Waiver requests for two smaller diesel engines the company plans to introduce in 1983 were denied.

Italian pace-setter



New Ferrari to debut

Scheduled to debut next spring in Europe is this new 2 + 2 version of the Ferrari 308-GTB coupe. Unofficially designated the 408, the Pininfarina design will replace the Bertone-designed 308-GT4 model. With V-8 mounted amidships, top speed is estimated at more than 155 MPH.

GM, U. S. make a deal on new labor contract

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors and the Council on Wage and Price Stability reached an agreement that will bring the company into compliance with wage guidelines by limiting future price rises.

President Carter's inflation fighter, Alfred Kahn, had tentatively ruled the UAW collective bargaining agreement had breached the Administration guidelines.

But the council estimate, based on measurements stipulated by its first-year standard, is considerably lower than the generally used estimates of 30 and 35 percent over the three years. The gap is largely attributable to excluding pension improvements for existing retirees (not employes under CWPS rules) and evaluation of cost of living adjustments (COLA) at the assumed inflation rate of 6 percent incorporated in the standard while public reports use much higher estimates of inflation.

By GM's calculations, its breach of the guidelines was made in good faith and amounted to less than two-tenths of one percent.

But Kahn, in making the announcement, made several points for guidance in the future — presumably for Ford, which has also been tentatively found not to be in compliance.

Kahn says flat-out the contract does not comply with the council's pay standard, in contrast to GM's response, which states pleasure at Kahn's "finding GM in compliance with the anti-inflation program."

Kahn agrees, however, that the difference arose because of GM's reliance on a particular method of costing particular components of the agreement in estimating the cost of the Master Freight agreement. Then Kahn stresses this particular costing method should not be used in costing future wage agreements.

However, with the commitment for the future — its price limitation from Oct. 1, 1979 to Oct. 1, 1980—GM is now brought into compliance.

GM is not to apply for alternative profit limitation under which larger price increases are permissible than under the price limitation unless it experiences substantially greater increases in costs than it can reasonably foresee at the present time.

After the settlement, Kahn

Continued on Page 44, Col. 2

X-cars still strong but customers find dealers have stock

By Joseph Bohn
Marketing Editor

Is the bloom starting to wear off General Motors' vaunted X-cars?

Clearly, they're now available at many dealerships to walk-in customers whereas only a few months ago these same people would have been put on long waiting lists.

Part of that is due to Oklahoma City reaching maximum production capacity in early December, augmenting supply pipelines. But partly, too, there's been a falloff in the number of dealer-sold orders.

It's not a situation that's apt to worry GM though.

Buick reports that the backlog of unfilled Skylark orders—retail and fleet—dropped to 43,791 as of Dec. 21, the last available reporting date. That's down from 62,291 a month earlier. The whole industry should have such problems.

A Buick spokesperson noted that some change in numbers was due to "qualifying the list. We've been going after the dealers to say these are legitimate orders. We've been cleaning up the list a bit."

At Penske Chevrolet, Southfield, Mich., half the front lot of the dealership appears to be filled with Citations.

Explained Keith LaRue, new-car sales manager: "We had a lot of extra ones (Citations) come in. A lot of them are sold and waiting for pickup. But we're getting some where people canceled after waiting a long time. There are about eight or nine Citations available to whoever walks in."

Todd Chevrolet, Perth Amboy, N. J., has had four unsold Citations sitting on its lot for over a month.

"We had I don't know how many (Citation) orders—maybe 12 or 14—canceled," said Pat Salerno, sales manager.

"I feel that as soon as they come in, they should go right out. But people are not buying them like they were. We are discounting. We won't let anybody walk. We'll discount 'em $400 if we have to," he added.

"Things are slow in general all the way around on everything. We're getting only half the traffic we normally get. Most of the cars we're selling now are '79s," Salerno said.

The drop in sold orders, with some customers canceling out of X-bodies after they arrive, is at least partially due to people having ordered the car at more than one dealership, then buying whichever one came in first, said Danny Mayer, executive vice president for Competitive Edge, Albuquerque, N. M.

The agency handles advertising for about 300 individual GM dealers and dealer groups.

Mayer, who is "on the phone, every day, with every make" of dealer, said dealers feel the early backlog of orders reported by some GM divisions were "pie in the sky."

"What you had was a lot of the same customers going to different stores and ordering the same car over and over again, then getting whichever one came in first," Mayer said.

• The early backlog of sold orders situation, which was "out of proportion to reality" is now just correcting itself, Mayer said.

He noted that among his clients "nobody is having a problem with them. Of course, the market is a little different everyplace. But I still know dealers who are getting $500 and $600 over invoice."

It's perhaps too early to tell how the X-cars will fare in the current recession which is affecting heavy industrial cities more than other areas of the country. But dealerships, like Barry Buick, Cleveland, feel they'll hold up well.

Added Gene Barry, sales manager for the dealership:

"We had a few canceled orders (on Skylarks) which weren't really canceled because we switched people into different cars. We're trying to discourage people from the 4-cylinders because there's too long a wait on them.

"We're still getting a lot of action on the cars but not as much as the first few months. The publicized wait on these cars has discouraged some people. We're still doing pretty well with them, though they're not as strong as they were," he added.

breaking news

NADA to unveil 'Buy Now' campaign

DETROIT. — NADA will launch a "Buy Now" campaign in Detroit this week, with the ad thrust keyed to the theme that 1980 models save dollars, energy and time. A complete "Buy Now" kit will be mailed to NADA members after the Detroit unveiling. It will include materials for print ads and articles, radio tapes, TV spots and billboards.

The campaign points out that the median-aged car on the road is a 1974 model, and that 1980 models average 51-percent better fuel economy than do '74 models.

Canadian UAW spurns Chrysler concessions

DETROIT. — Chrysler Canada UAW leaders late last week voted unanimously against participating in the renegotiation of the Chrysler contract as required in the U. S. federal-aid package. A UAW spokesman said the 14,000 Chrysler Canada workers are reluctant to join the U. S. workers in further concessions because they may have to make more sacrifices when the Canadian government introduces its Chrysler aid package. UAW negotiators from the U. S. went to the bargaining table with Chrysler last Friday. Earlier story on Page 3.

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Forecast: 'ous
Following Page 24

NEWSPAPER

Month's registrations total 207,640

Imports jump 30 pct. to a record

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars returned to record-smashing levels in October, according to figures compiled by R. L. Polk & Co.

Registrations of new imports in October totaled 207,640, up a resounding 39.06 percent from the previous October mark of 149,321 set in 1978.

Import penetration of total U. S. registrations was 23.42 percent in October, up from 17.24 percent a year earlier.

For the first 10 months, total import registrations were 1,975,827, up 19.91 percent from 1,647,776 last year.

Imports accounted for 22.51 percent of U. S. new-car registrations during the first 10 months, up from 17.97 percent a year earlier.

Three nameplates among the top 10 increased their share of total import registration in October compared with the year-earlier month.

Biggest gainer again was Datsun, which improved its market share by 4.31 percentage points to 20.51 percent. Honda gained 1.74 points to 13.73 percent, while Mazda was up 1.79 points to 6.54 percent.

Losers in market share were Toyota, off 0.90 of a point to 20.82 percent; Volkswagen, down 0.72 of a point to 11.28 percent; Subaru, off 1.09 points to 3.80 percent; Fiesta, down 1.30 points to 2.84 percent, and Volvo, off 0.28 of a point to 2.31 percent.

The top 10 imports accounted for 86.68 percent of October import registrations, compared with 83.72 percent a year earlier. Year to date through October, the top 10 accounted for 86.14 percent, compared with 84.66 percent last year.

• Japan continued to account for more than two of every three imports sold in the U. S., taking 70.36 percent of October registrations, compared with 66.89 percent a year earlier.

Registrations by country of origin, with year-earlier figures in parentheses, were: Japan, 146,095 (99,880); West Germany, 43,331 (34,141); Sweden, 6,637 (5,312); Italy, 4,972 (5,002); United Kingdom, 3,850 (3,169), and France, 2,755 (1,816).

Registrations by country of origin for the first 10 months of 1979, with year-earlier figures in parentheses, were: Japan, 1,369,363 (1,104,904); West Germany, 428,881 (373,704); Sweden, 58,855 (51,964); Italy, 56,342 (56,174); UK, 37,612 (42,075); France, 24,773 (18,949), and others, 1 (6).

• Registrations of imported light trucks in October totaled 42,592, up 31.92 percent from 32,287 a year earlier.

Registrations of imported light trucks in October, with year-earlier figures in parentheses, were: Toyota, 14,388 (10,188); LUV, 8,361 (6,093); Courier, 7,006 (5,512); Datsun, 5,252 (7,834), and others, 7,585 (2,660).

The light-truck import total for the first 10 months was 402,619, up 45.65 percent from 276,428 last year.

Registrations of imported light trucks in the first 10 months of 1979, with year-earlier figures in parentheses, were: Toyota, 107,840 (76,448); Datsun, 82,212 (71,627); LUV, 81,590 (47,954); Courier, 63,750 (56,619), and others, 67,227 (23,780).

IMPORT REGISTRATION SHARES IN U. S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1979	Percent Share of Market	Regis., Oct., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78	Regis., 10 mos., 1979	Percent Share of Market	Regis., 10 mos., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	43,236	20.82	32,425	21.72	− 0.90	391,383	19.81	372,018	22.58	− 2.77
Datsun	42,584	20.51	24,193	16.20	+ 4.31	365,588	18.50	288,402	17.50	+ 1.00
Honda	28,497	13.73	17,911	11.99	+ 1.74	283,847	14.37	222,693	13.51	+ 0.86
Volkswagen	23,428	11.28	17,922	12.00	− 0.72	245,677	12.43	196,954	11.95	+ 0.48
Mazda	13,587	6.54	7,089	4.75	+ 1.79	117,394	5.94	56,542	3.43	+ 2.51
Subaru	7,895	3.80	7,301	4.89	− 1.09	82,184	4.16	65,275	3.96	+ 0.20
Fiesta	5,895	2.84	6,180	4.14	− 1.30	65,935	3.34	65,393	3.97	− 0.63
Volvo	5,271	2.54	4,210	2.82	− 0.28	52,670	2.67	38,476	2.34	− 0.33
Mercedes	4,796	2.31	3,447	2.31	.....	51,196	2.59	49,220	2.99	− 0.40
Colt	4,792	2.31	.....	.....	.....	46,127	2.33	39,996	2.43	− 0.10
Fiat	.....	.....	4,335	2.90	.....					
All Others	27,659	13.32	24,308	16.28	− 2.96	273,826	13.86	252,807	15.34	− 1.48
TOTAL	207,640		149,321			1,975,827		1,647,776		
Share of U. S. Total		23.42		17.24	+ 6.18		22.51		17.97	+ 4.54

Registrations not available for Oklahoma, delayed for Hawaii.

But old standby, vinyl top, declines in '79

Customized roofs are gaining favor

By Joseph Bohn
Marketing Editor

Customized car roofs are a big, booming business; but Detroit's car firms seem to have only a very small piece of the pie.

Judging by the number and growth of specialty car customers, there's a terrific market out there for such roof designs as sliding sunroofs, T-roofs and pop-up roofs though factory OEM installations are relatively small.

Vinyl roofs, which once accounted for more than 50 percent of domestic production, have been on the wane, due perhaps to popularity of the two-tone paint schemes and alternate roof designs.

Vinyl roofs accounted for only 35.80 percent of domestic car output in the '79 model year, equal to 3,346,118 units. This was down from 41.70 percent, or 3,813,119 in '78.

General Motors installed 1,598,218 vinyl tops, equal to 31.01 percent of production. This was down from 1,744,284, or 33.34 percent in '78.

Ford Motor installed 1,243,300 vinyl tops, equal to 45.16 percent of production. This was down sharply from 1,388,954, or 55.99 percent, in '78.

Chrysler installed 436,886, equal to 38.46 percent of output. This was down from 626,307, or 48.39 percent in '78.

American Motors installed 67,714, or 39.96 percent of production. This was up from 53,547, or 38.86 percent of output, due mainly to successful sales of its luxury Concord model.

Generally speaking, the industry did not even offer vinyl roofs on its subcompact models, like Omni/Horizon, Pinto/Bobmat, Chevette and Skyhawk.

This will undoubtedly erode future sales, as small cars account for more and more of total industry sales.

T-roofs went on some 198,071 domestic models last year, though they are largely specialty items, limited to sporty models like Firebird/Camaro and Corvette.

Behind them, pop-up sunroofs enjoy a growing popularity, being particularly appropriate for subcompact models. As options, they're still relatively inexpensive which may have a great deal to do with their popularity.

Electric sliding sunroofs, most appropriate for larger, more luxurious models, accounted for about 166,593 units, or 1.78 percent of domestic production.

Like vinyl roofs, they have been on the wane, although many private customizers do a thriving business in them.

Manual sliding roofs, once offered as a low-cost alternative to electrically operated sunroofs, are extinct among domestic producers, except for Volkswagen which installed them in 4,032 of its U. S.-built Rabbits last year.

There could be some resurgence of this option as Volkswagen's production and sales grow.

DECORATIVE ROOF OPTIONS ON 1979 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	67,714	39.96	N.A.	—	N.A.	—	6,170	3.64	N.A.	—
Concord	67,367	65.50	N.A.	—	N.A.	—	1,815	1.80	N.A.	—
Pacer	347	3.40	N.A.	—	N.A.	—	184	1.80	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	4,171	7.40	N.A.	—
CHRYSLER CORP.	436,886	38.46	N.A.	—	10,561	0.93	9,367	0.82	10,910	0.96
Chrysler-Plymouth Total	299,441	42.94	N.A.	—	7,706	1.10	4,557	0.65	5,482	0.79
Horizon	N.A.	—	N.A.	—	N.A.	—	4,557	2.80	N.A.	—
Voyager	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Volare	51,373	24.50	N.A.	—	N.A.	—	N.A.	—	629	0.30
Cordoba	76,749	87.20	N.A.	—	4,049	4.60	N.A.	—	3,697	4.20
Chrysler	77,257	76.70	N.A.	—	2,115	2.10	N.A.	—	N.A.	—
LeBaron	94,062	73.20	N.A.	—	1,542	1.20	N.A.	—	1,156	0.90
Dodge Total	137,445	31.34	N.A.	—	2,855	0.65	4,810	1.10	5,428	1.24
Omni	—	—	N.A.	—	N.A.	—	4,810	3.40	N.A.	—
St. Regis	22,032	63.00	N.A.	—	559	1.60	N.A.	—	N.A.	—
Diplomat	46,144	73.50	N.A.	—	627	1.00	N.A.	—	565	0.90
Sportsman	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Aspen	45,229	31.50	N.A.	—	N.A.	—	N.A.	—	431	0.30
Magnum	24,040	79.20	N.A.	—	1,669	5.50	N.A.	—	4,432	14.60
FORD MOTOR	1,243,300	45.16	N.A.	—	62,680	2.28	118,953	4.32	N.A.	—
Ford Division	700,582	37.09	N.A.	—	11,060	0.59	82,924	4.39	N.A.	—
Pinto	N.A.	—	N.A.	—	N.A.	—	8,558	4.30	N.A.	—
Mustang	43,651	11.80	N.A.	—	N.A.	—	56,970	15.40	N.A.	—
Fairmont	113,084	28.60	N.A.	—	N.A.	—	17,396	4.40	N.A.	—
Club Wagon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Granada	97,024	53.20	N.A.	—	547	0.30	N.A.	—	N.A.	—
LTD II	21,950	45.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Thunderbird	215,947	76.00	N.A.	—	10,513	3.70	N.A.	—	12,218	4.30
Ford	208,926	58.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln-Mercury Division	542,718	62.80	N.A.	—	51,620	5.97	36,029	4.17	N.A.	—
Bobcat	N.A.	—	N.A.	—	N.A.	—	4,072	8.10	N.A.	—
Capri	N.A.	—	N.A.	—	N.A.	—	20,046	18.20	N.A.	—
Zephyr	46,264	36.90	N.A.	—	N.A.	—	11,911	9.50	N.A.	—
Monarch	41,733	55.00	N.A.	—	455	0.60	N.A.	—	N.A.	—
Cougar/XR7	170,279	98.90	N.A.	—	9,496	5.50	N.A.	—	N.A.	—
Mercury	106,022	75.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln	91,118	98.40	N.A.	—	13,242	14.30	N.A.	—	N.A.	—
Versailles	21,007	100.00	N.A.	—	2,836	13.50	N.A.	—	N.A.	—
Mark V	66,295	87.30	N.A.	—	25,591	33.70	N.A.	—	N.A.	—
GENERAL MOTORS	1,598,218	31.01	9,643	0.19	93,352	1.81	16,346	0.32	187,161	3.63
Buick Division	336,401	46.25	N.A.	—	21,008	2.89	757	0.01	4,237	0.58
Skyhawk	N.A.	—	N.A.	—	N.A.	—	757	3.30	N.A.	—
'79 Skylark	9,830	33.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Century	2,655	4.80	N.A.	—	53	0.10	N.A.	—	N.A.	—
Regal	120,218	44.00	N.A.	—	6,754	2.50	N.A.	—	4,237	1.50
Buick	170,330	58.00	N.A.	—	6,154	2.10	N.A.	—	N.A.	—
Riviera	33,368	63.90	N.A.	—	8,047	15.40	N.A.	—	N.A.	—
Cadillac Division	311,810	81.82	N.A.	—	28,414	7.46	N.A.	—	N.A.	—
Seville	42,200	78.89	N.A.	—	6,239	11.66	N.A.	—	N.A.	—
Cadillac	232,407	89.32	N.A.	—	10,750	4.13	N.A.	—	N.A.	—
Eldorado	37,203	55.16	N.A.	—	11,425	16.94	N.A.	—	N.A.	—
Chevrolet Division	241,857	10.66	N.A.	—	13,895	0.61	9,810	0.43	97,027	4.28
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monza	9,324	5.70	N.A.	—	N.A.	—	6,066	3.70	N.A.	—
Camaro	5,369	1.90	N.A.	—	N.A.	—	N.A.	—	33,627	11.90
Citation	N.A.	—	N.A.	—	N.A.	—	3,744	2.00	N.A.	—
Sportvan	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Malibu/Chevelle	40,045	10.60	N.A.	—	756	0.20	N.A.	—	N.A.	—
Monte Carlo	90,856	32.20	N.A.	—	7,054	2.50	N.A.	—	9,593	3.40
Chevrolet	96,263	17.40	N.A.	—	6,085	1.10	N.A.	—	N.A.	—
Corvette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	53,807	100.00
Oldsmobile Division	521,591	51.55	9,643	0.95	18,610	1.84	N.A.	—	10,657	1.05
Starfire	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
'79 Omega	4,043	27.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass	234,973	46.30	9,643	1.90	N.A.	—	N.A.	—	10,657	2.10
Oldsmobile	256,159	61.10	N.A.	—	10,114	2.40	N.A.	—	N.A.	—
Toronado	26,416	52.80	N.A.	—	8,496	17.00	N.A.	—	N.A.	—
Pontiac Division	186,559	24.38	N.A.	—	11,425	1.49	5,779	0.76	75,240	9.83
Sunbird	10,812	11.05	N.A.	—	N.A.	—	5,779	5.91	N.A.	—
'79 Phoenix	6,997	28.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	N.A.	—	N.A.	—	N.A.	—	N.A.	—	69,019	32.64
LeMans	14,685	13.03	N.A.	—	372	0.33	N.A.	—	N.A.	—
Grand Prix	72,157	51.85	N.A.	—	6,304	4.53	N.A.	—	6,221	4.47
Pontiac	81,908	45.71	N.A.	—	4,749	2.65	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	4,032	3.00	N.A.	—	N.A.	—	N.A.	—
Total Cars, U. S.	3,346,118	35.80	4,032	0.01	166,593	1.78	150,836	1.61	198,071	2.12

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were sourced only in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79 model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.